DOCUMENT RESUME

ED 346 505 CS 213 443

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TITLE How To Write Proposals That Produce.
REPORT NO ISBN-0-89774-656-2
PUB DATE 92
NOTE 247p.
AVAILABLE FROM The Oryx Press, 4041 North Central at Indian School Road, Phoenix, AZ 85012-3397 ($23.50).
PUB TYPE Guides - Non-Classroom Use (055)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Audience Awareness; Grantsmanship; Higher Education; Layout (Publications); *Program Evaluation; *Program Proposals; *Proposal Writing; Technical Writing; *Writing Processes; *Writing Strategies
IDENTIFIERS Writing Contexts

ABSTRACT

Intended for use by practitioners in the private and public sectors as well as by students, this book emphasizes writing techniques for internal and external proposals. The book stresses the competitive nature of proposals, the need to improve writing skills, the need for audience analysis, and the need to understand how presentation affects results. The book provides a step-by-step guide to all stages of proposal writing and summarizes key points at the end of each chapter. Chapter titles are: (1) The Nature of Proposals; (2) Audience; (3) Strategies for Success; (4) The Writing Process: Beginning and Revising; (5) The Writing Process: Grammar and Style; (6) Special Techniques: Headings, Lists, and Tables; (7) Special Techniques: Graphs and Charts; (8) Format and Appearance; (9) The Finished Document; (10) Proposal Evaluations; (11) Oral Presentations; and (12) Documentation. A list of 35 selected readings, a proposal preparation checklist, and four evaluation checklists are attached. (RS)

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